We claim:

1. A computer-implemented method comprising:

partitioning a plurality of users into a plurality of clusters based on similar web browsing behavior of the users; and,

5   displaying a plurality of windows on a display device corresponding to the plurality of clusters,

wherein each window has at least one row, each row corresponding to a user within the cluster to which the window corresponds and having an ordered number of visible units, each visible unit corresponding to a type of web page visited by the user.

10   2. The method of claim 1, wherein the plurality of windows are ordered from a window corresponding to a cluster having a greatest number of users to a window corresponding to a cluster having a least number of users

3. The method of claim 1, wherein partitioning the plurality of users into the plurality of clusters comprises utilizing a mixture model of first-order Markov models based on an

15   Expectation Maximization (EM) approach.

4. The method of claim 1, wherein partitioning the plurality of users into the plurality of clusters comprises utilizing a mixture model of zero-order Markov models based on an Expectation Maximization (EM) approach.

5. The method of claim 3, further comprising displaying a corresponding first-order Markov model for a cluster within the window to which the cluster corresponds.

6. The method of claim 3, further comprising displaying a corresponding zero-order Markov model for a cluster within the window to which the cluster corresponds.

5 7. The method of claim 1, wherein each visible unit comprises a colored block, such that the colored block has a color corresponding to the type of web page to which the colored block corresponds.

8. The method of claim 1, wherein each window can be enlarged such that a greater number of the at least one row of the window is visible.

10 9. The method of claim 1, wherein the at least one row in each window are ordered based on a predetermined typicality measure of the users to which the at least one row correspond.

10. A machine-readable medium having instructions stored thereon for execution by a processor to perform a method comprising:

15   displaying a plurality of windows on a display device corresponding to a plurality of clusters into which a plurality of users have been partitioned based on similar web browsing behavior thereof,

        wherein each window has at least one row, each row corresponding to a user within

the cluster to which the window corresponds and having an ordered number of visible

units, each visible unit corresponding to a type of web page visited by the user.

11. The medium of claim 10, wherein the plurality of windows are ordered from a

window corresponding to a cluster having a greatest number of users to a window

5   corresponding to a cluster having a least number of users.

12. The medium of claim 10, the method initially comprising partitioning the plurality of

users into the plurality of clusters based on the similar web browsing behavior of the

users

13. The medium of claim 12, wherein partitioning the plurality of users into the plurality

10   of clusters comprises utilizing a mixture model of first-order Markov models based on an

Expectation Maximization (EM) approach.

14. The medium of claim 13, further comprising displaying a corresponding first-order

Markov model for a cluster within the window to which the cluster corresponds.

15. The medium of claim 10, wherein each visible unit comprises a colored block, such

15   that the colored block has a color corresponding to the type of web page to which the

colored block corresponds.

16. The medium of claim 10, wherein each window can be enlarged such that a greater

number of the at least one row of the window is visible.

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17. The medium of claim 10, wherein the at least one row in each window are ordered based on a predetermined typicality measure of the users to which the at least one row correspond.

18. A computerized system comprising:

5   a display device; and,

a computer program designed to display a plurality of windows on the display device corresponding to a plurality of clusters into which a plurality of users have been partitioned based on similar web browsing behavior of the users,

wherein each window has at least one row, each row corresponding to a user within

10   the cluster to which the window corresponds and having an ordered number of visible units, each visible unit corresponding to a type of web page visited by the user.

19. The system of claim 18, wherein the plurality of windows are ordered from a window corresponding to a cluster having a greatest number of users to a window corresponding to a cluster having a least number of users

15   20. The system of claim 18, wherein each visible unit comprises a colored block, such that the colored block has a color corresponding to the type of web page to which the colored block corresponds.

21. The system of claim 18, wherein each window can be enlarged such that a greater number of the at least one row of the window is visible.

22. The system of claim 18, wherein the at least one row in each window are ordered based on a predetermined typicality measure of the users to which the at least one row correspond.

23. A computerized system comprising:

5   a display device; and,

means for displaying a plurality of windows on the display device corresponding to a plurality of clusters into which a plurality of users have been partitioned based on similar web browsing behavior of the users,

wherein each window has at least one row, each row corresponding to a user within

10   the cluster to which the window corresponds and having an ordered number of visible units, each visible unit corresponding to a type of web page visited by the user.

24. The system of claim 23, wherein the plurality of windows ordered from a window corresponding to a cluster having a greatest number of users to a window corresponding to a cluster having a least number of users.

15   25. The system of claim 23, wherein each visible unit comprises a colored block, such that the colored block has a color corresponding to the type of web page to which the colored block corresponds.

26. The system of claim 23, wherein each window can be enlarged such that a greater number of the at least one row of the window is visible.

27. The system of claim 23, wherein the at least one row in each window are ordered based on a predetermined typicality measure of the users to which the at least one row correspond.